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Digital Track: DM103

Channel Marketing

Jennifer Day, Sr. Director of Demand Generation, Tableau

Ujjwal Bhattarai, Sr. SEO Manager, Brady Corp

John Hensel, Associate Manager, SEO, Best Buy

tableau

BRADY WHEN PERFORMANCE MATTERS MOST

BEST BUY

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The leading industry event by digital marketers for digital marketers

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Drowning in Data Starved for Insights - How to Run Your Business on Insight Instead of Opinions

Jennifer Day

Sr. Director of Demand Generation
Tableau Software

The leading industry event by digital marketers for digital marketers

Goals for the Next 15 Minutes

- Inspire you to try something new
- Provide a roadmap to becoming a more data driven marketer
- Show you something you haven't seen before
- Give you some ideas through real-life examples

About Me

- Tableau Software's Sr. Director of Demand Generation
- Led Tableau's demand generation from an unknown brand with less than $15M to $413M in 2014
- Career focus on helping companies improve their marketing through applied data analysis
- First discovered Tableau nearly 7 years ago in reaction to a frustrating afternoon trying to analyze customer data




NEW YORK STOCK EXCHANGE
tableau
SOFTWARE
We help people see and understand their data.

It's no secret that data is the foundation of a modern marketing strategy

Best-in-class "data-driven marketers"

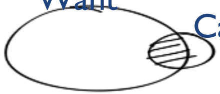
- Gain almost a 10% year over year improvement in marketing driven sales (versus 1.1% average)
- Gain almost a 10% year-over-year increase in customer retention (versus 2.1 average and -3.2% for laggards)

But Why Is It So Hard?

Conventional/Norm Self-Reliant

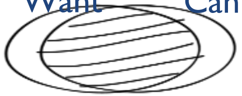
Opinion-Based → Data-Driven

- Lost time and speed
- Costly decisions
- Lost opportunity



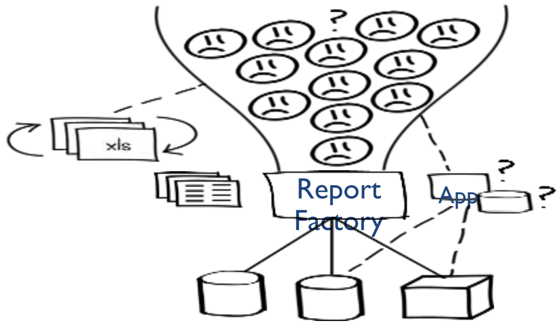
8%

People



80%

- Increase marketing driven revenue 10%
- Increase customer retention 10%
- Be data driven and more effective



Experience



Speed to Opinion (Weeks/Months)

Time

Speed to Insight (Seconds/Minutes)

Agile Marketing is the Future

Implications? Faster, iterative campaigns. Always on. Always learning.

CUSTOMER COLLABORATION over contract negotiation

INDIVIDUALS AND INTERACTIONS over processes and tools

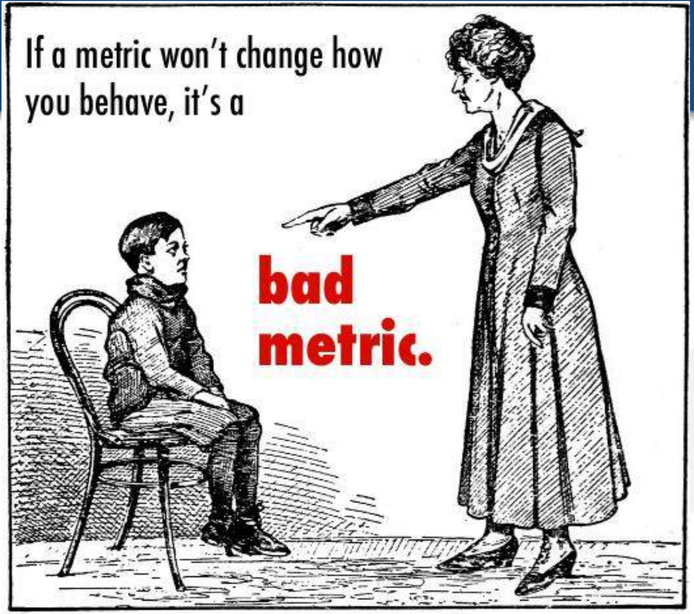
RESPONDING TO CHANGE over following a plan

WORKING SOFTWARE over full documentation

There’s a Whole Lot of Data and Technology



Advice #1: Choose your metrics wisely



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Share 15

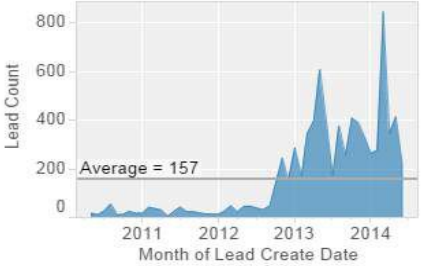
tableau

MARKETING IMPACT

5/4/2010 12:00:00 AM – 7/7/2014 11:59:59 PM

Total MQL

7,841



Lead Quality %

5.26%

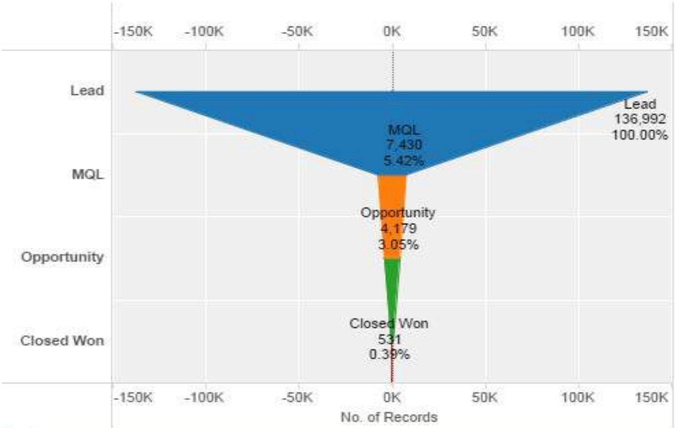
Key Performance Metrics

Total Leads	149,132
Total Opportunities	4,710
Total Closed Won	531
Avg Lead to Opp (days)	42.0
Avg Opp to Closed Won (days)	146.7

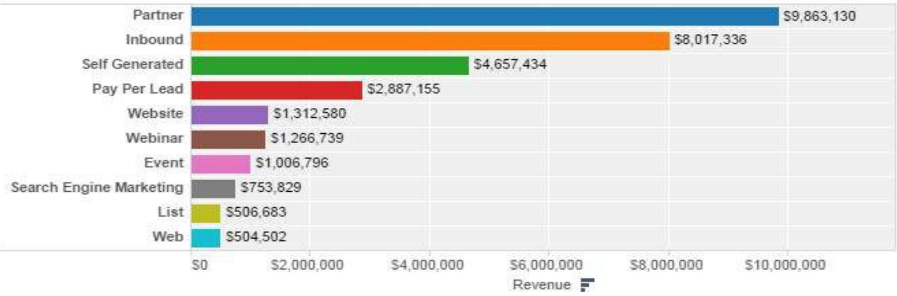
Marketing Sourced Revenue

$32,951,324

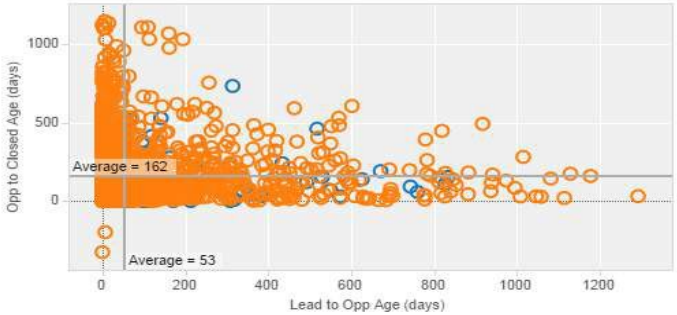
Marketing Lead Funnel



Top 10 Contributing Lead Sources



Distribution: MQL Converted Age by MQL Opportunity Age




Web Traffic Trends
Advertisement
Direct
E-Mail
Organic
Other
Paid Search
Referral
Social
Corporate Site
Sessions
Sessions by Medium
January
February
March
April
May
June
July
August
Total
Total Sessions
Community Site
Public Marketing Site
Conference Site
KB Site



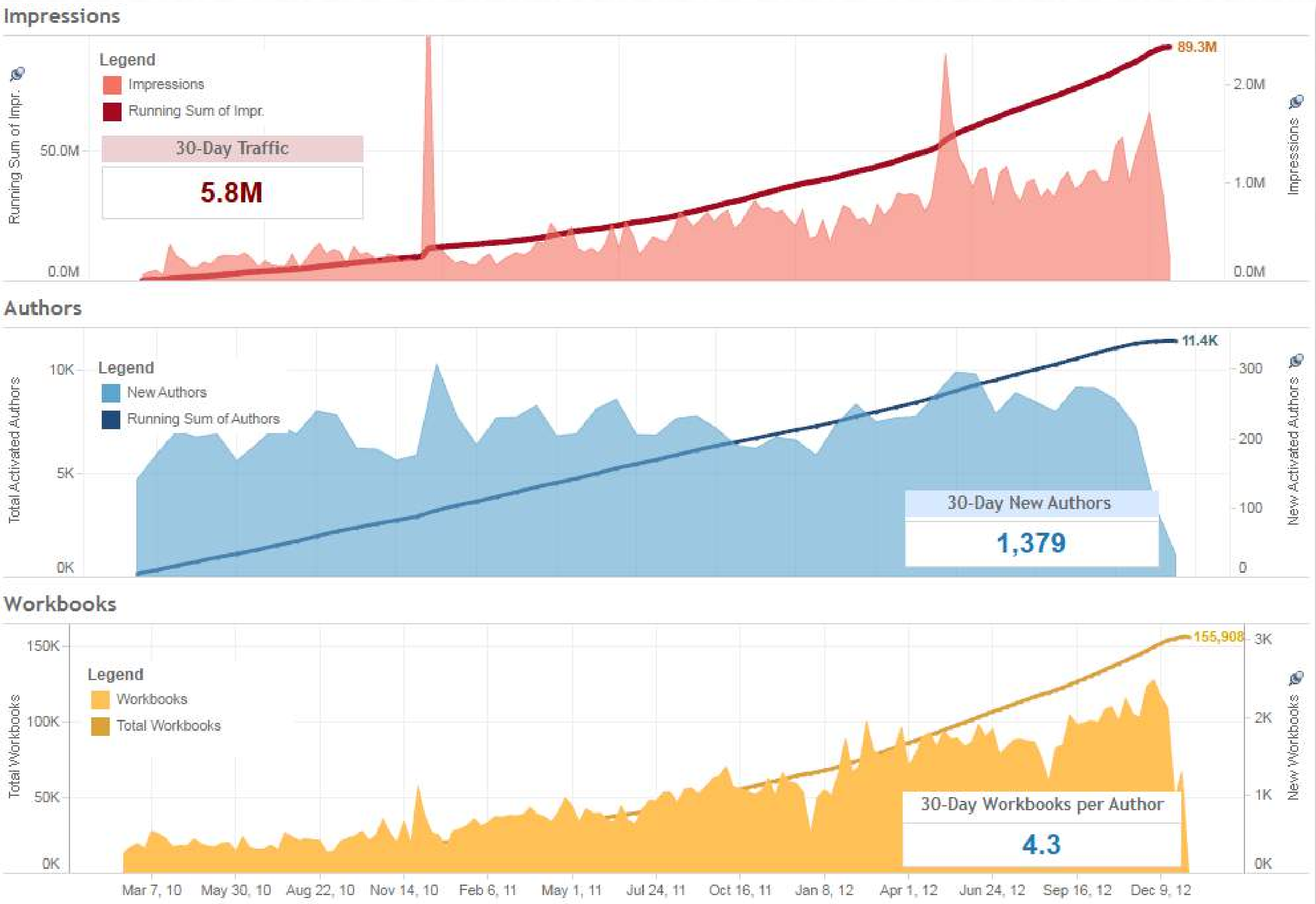
@|

Advice #2: Keep it simple

… NO EYE CANDY

… LESS FLASH

…NO GADGETS



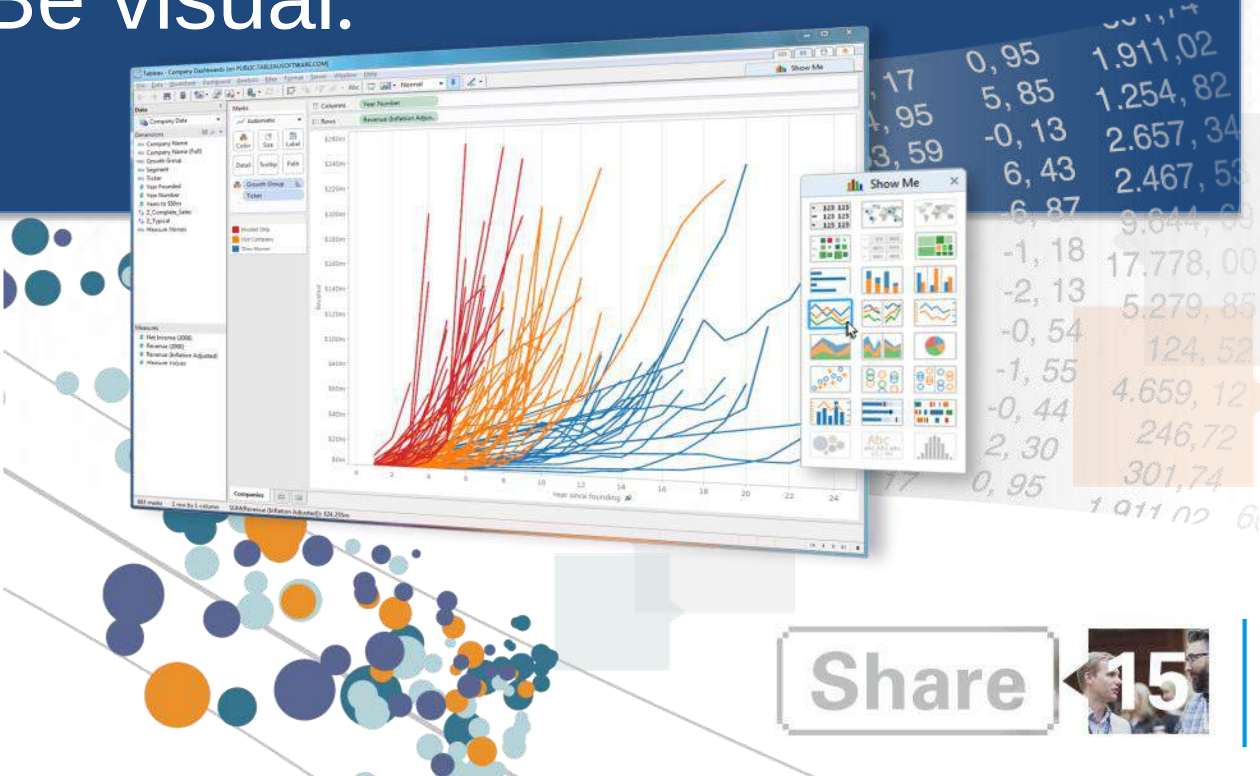
Impressions
Legend
Impressions
Running Sum of Impr.
30-Day Traffic
5.8M
Running Sum of Impr.
Impressions
89.3M
50.0M
0.0M
2.0M
1.0M
0.0M
Authors
Legend
New Authors
Running Sum of Authors
30-Day New Authors
1,379
Total Activated Authors
New Activated Authors
11.4K
10K
5K
0K
300
200
100
0
Workbooks
Legend
Workbooks
Total Workbooks
30-Day Workbooks per Author
4.3
Total Workbooks
New Workbooks
155,908
150K
100K
50K
0K
3K
2K
1K
0K
Mar 7, 10
May 30, 10
Aug 22, 10
Nov 14, 10
Feb 6, 11
May 1, 11
Jul 24, 11
Oct 16, 11
Jan 8, 12
Apr 1, 12
Jun 24, 12
Sep 16, 12
Dec 9, 12


Hadoop Campaigns Overview
Total leads: 9,441
Number of Campaigns
Leads Generated
12
10
5
3
2,706
1,400
510
2011 Q2
2011 Q4
2012 Q2
2012 Q4
2013 Q2
2013 Q4
2014 Q2
2014 Q4
2015 Q2
Existing 5,182
Net New 4,528
Program Type
Live Web Seminar & On-Demand Web Seminar 3,540
Sponsorship 3,396
Trade Show 2,563
Territory Event 344
Whitepaper 150
Free Trial 120
Advertisement 25
Closed/Won Opportunities Influenced by Hadoop Campaigns
$45,208,604
Campaigns Members Profile
83%
4%
4%
10%
Inquiry & Suspect
Customer
MQL, SAL, SQL
Partner & Partner ..
Regions
USCA 5,847
EMEA 1,601
APAC 1,266
Industry
Business Services 12%
Consulting 7%
Finance 4%
Retail 3%
Other 4%
High Tech 2%
Technology 6%
Software & Technology 11%
Manufacturing 5%
Insurance 4%
Retail &
Banking 2%
Company
IBM 84
HP 72
ACCENTURE 70
Microsoft 62
TCS 42
Dell 33
Cognizant 32
Infosys 29
Cisco 28
Titles
Consultant 332
Manager 183
Director 158
Analyst 124
Data Architect 122
Software Engineer 120
Architect 117
CEO 93
Senior Consultant 83


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Advice #3: Be visual.



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70%



30%



We're faster when we can

SEE DATA

		Customer Segment			
Category	Sub-Category (group)	Consumer	Corporate	Home Office	Small Business
Furniture	Bookcases	-63.02	-9,305.76	-16,610.95	-7,602.40
	Chairs & Chairmats	42,942.97	39,370.10	41,686.28	25,650.38
	Office Furnishings	12,099.80	27,374.47	42,196.25	18,757.40
	Tables	-12,251.51	-35,430.73	-43,292.40	-8,087.89
Office Supplies	Appliances	15,501.48	50,095.94	25,343.06	6,217.58
	Binders and Binder Ac..	48,035.27	125,811.27	71,674.19	61,892.69
	Envelopes, Labels, Pa..	16,907.52	31,230.67	25,508.13	33,476.65
	Pens & Art Supplies	2,621.68	1,670.40	1,580.82	1,691.88
	Rubber Bands	271.85	-353.54	-93.12	72.14
	Scissors, Rulers and ..	-558.10	-3,330.62	-2,844.06	-1,066.47
	Storage & Organization	5,752.65	-2,086.83	-23.24	3,021.57
Technology	Computer Peripherals	14,152.79	45,092.93	17,771.05	17,270.71

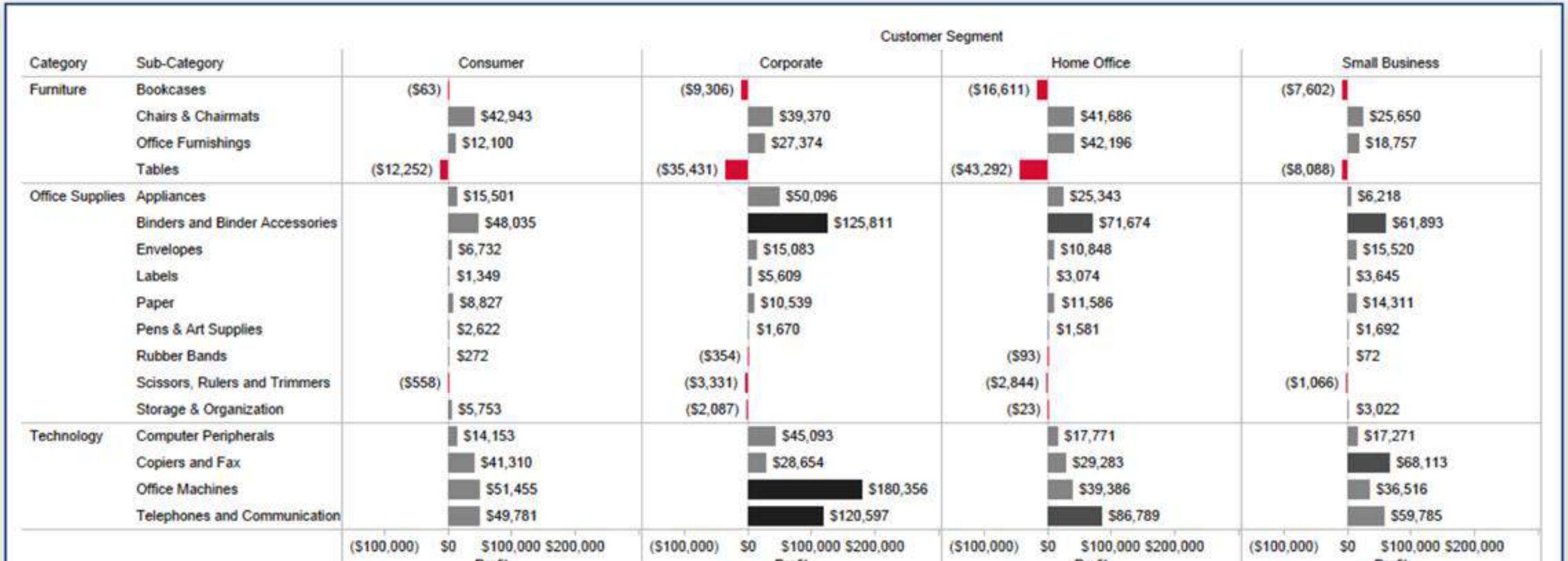
We're faster when we can

SEE DATA

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Category	Sub-Category (group)	Consumer	Corporate	Home Office	Small Business
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	Office Furnishings	12,099.80	27,374.47	42,196.25	18,757.40
	Tables	-12,251.51	-35,430.73	-43,292.40	-8,087.89
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	Storage & Organization	5,752.65	-2,086.83	-23.24	3,021.57
Technology	Computer Peripherals	14,152.79	45,092.93	17,771.05	17,270.71

We're faster when we can

SEE DATA




MQL Dashboard
Workbook
Help
Wade Tibke
Share
Remember my changes
Edit
Download
MQL Rate (use to filter LSD)
MQL Rate
100%
80%
60%
40%
20%
0%
Partner Inquiry Form
Free Trial
Tableau Public
Trade Show
Live Web Training
Field Event
On-Demand Training
Paid Search
On-Demand Web Seminar
Advertisement
Live Web Seminar
Partner RFL
Vendor Email
Support Inquiry
Sponsorship
Referral
Tableau For Teaching
List Purchase
Product Registration
Email Opt Out
0K
2K
4K
6K
8K
10K
12K
14K
16K
18K
20K
22K
24K
Number of Records
Month of DateCreated
May 2012
November 2012
Number of Records
1
5,000
10,000
15,000
20,000
23,873
MQL Rate
0%
100%
Lead Source Detail (use to filter KW)
MKT LeadContact Source Detail
GovWin - List Purchase - Nov15-12 -
Google AdWords - Tableau - Free Tri.
RainKing
Google AdWords - Data Mapping - Fr.
On-Demand Training - Intro - Getting
Public Desktop Download
Target Marketing - Virtual Tradeshow.
Google AdWords - Charts and Graph.
Google AdWords - Excel - Free Trial
AMA - Web Seminar - Google Analyti.
Google AdWords - Tableau - Other C.
TFT - Landing Page Registration - 20.
Bing - Tableau - Free Trial
Product Demo - On-demand - Ongoing
Target Marketing - Web Seminar - W.
Web Store Order - New Account
Google AdWords - Data AdGroups -
Bing - Charts and Graphs - Free Trial
14-Day Server Trial
Marketing Profs - Web Seminar - Unl.
Google AdWords - Excel AdGroups -
Google AdWords - Excel AdGroups -
Customer Conference - San Diego -
On-Demand Training - Intro - Connec.
0K
1K
2K
3K
4K
Number of Records
0%
1%
10%
100%
MQL Rate
0%
1%
10%
100%
SQL Rate
Keyword
MKT Keyword
tableau
tableau software
map coordinates
make bar graph
what is tableau software
demographic map
gantt chart software
excel analysis
demographic data
analysis software
software gis
graphiques
charts
software tableau
pie chart maker
microsoft excel charts
cost analysis
territory mapping
excel chart
excel graphs
excel dashboard templates
big data
gis software
free data analysis software
0K
1K
2K
3K
4K
5K
6K
Number of Records


15

tableau


MQL Rate by LS
MQL Rate
80%
60%
40%
20%
0%
On-Demand Product Demo
Free Trial
Trade Show
Paid Search
On-Demand Training
Whitepaper
Sponsorship
Advertisement
Web Store
Tableau For Teaching
0K
50K
100K
150K
Number of Leads/Contacts
MQL Rate by Distro
100%
80%
60%
40%
20%
0%
Google & Bing Search
searchcreative
naver
Baidu
Qihoo
DAUM
Bing
Google Display
1
10
100
1,000
10,000
100,000
Number of Leads/Contacts
Year of Date...
2015
LeadContac...
(All)
MQL Rate
0%
83%
Number of ...
1
50,000
100,000
150,000
176,224
MQL Rate by LSD
LeadContact Source Detail
Google AdWords - Tableau - Free Trial
Baidu - Tableau - APAC - CH - Free Trial
Google AdWords - Tableau - APAC - Other - F..
Google AdWords - Tableau - LATAM - ES - Fr..
Bing - Tableau - Free Trial
Google AdWords - Tableau - EMEA - UK - Fre..
Google AdWords - Tableau - EMEA - Other - F..
Google AdWords - Charts and Graphs - Free T..
Google AdWords - Data Mapping - Free Trial
Google AdWords - Excel - Free Trial
Google AdWords - Tableau - LATAM - PT - Fre..
Google AdWords - Tableau - APAC - AU - Fre..
Qihoo - Tableau - APAC - CH - Free Trial
Google AdWords - Charts and Graphs - EMEA..
Bing - Charts and Graphs - Free Trial
0K
10K
20K
Number of Leads/C..
0%
50%
100%
MQL Rate
0%
50%
100%
SQL Rate
MQL Rate by KW
Keyword
tableau
tableau software
big data
tableau download
tableau desktop
tableau 9
tableau trial
gant chart software
heat map
make bar graph
data visualization
tableau reader
tableau software download
gantt chart download
www tableau com
0K
20K
40K
Number of Leads/Contacts



Campaign Members by Asset

Asset Name & Number of Campaigns Promoting (use as campaign filter)

Master Asset Code	Asset Title		
WP5BPDASH	5 Best Practices for Creating Effective Dashboards	121	35,430
WPCHART	Which chart or graph is right for you?	84	32,592
WPTRENDS14	Top 10 Trends in Business Intelligence for 2014	127	28,634
WPTRENDS15	Top 10 Trends in Business Intelligence for 2015	135	22,558
WPVIZGUIDE	10 Tips to Create Useful & Beautiful Visualizations	119	19,847
WPDASHFLOW	How to Build Dashboards that Persuade, Inform, a..	61	18,971
WP7BIGTIPS14	7 Tips to Succeed with Big Data in 2014	103	16,921
WP5INFVIZ	The 5 Most Influential Data Visualizations of All Ti..	34	13,345
WPTOP7TREND..	Top 7 Trends in Big Data for 2015	62	11,817
WPSTORYTELL	Data Storytelling Using Visualization to Share the ..	64	11,384
WPGR8STORY	5 Best Practices for Telling Great Stories - And Wh..	8	9,420
WPSWEARING	Swearing By and Swearing At Excel	59	9,088
WPVISGUIDE2	Tableau Visual Guidebook	17	8,776
WPFOSTCULT	The Economist: Fostering a data-driven culture	1	7,563
WPUSINGRTAB	Using R and Tableau	1	7,445
WPPOWERR	The Power of R and Visual Analytics	7	6,494
WPDATAGOVSS	Data Governance for Self-Service Analytics	23	6,294
WPGMQ13	2014 Gartner Magic Quadrant for BI Platforms	36	6,010
WPSALESCHART	5 Charts Every Sales Leader Should be Looking At	21	5,504
WPLOD9	Understanding LOD Expressions	2	5,120
WP4TRENDSH	4 Top Trends in Healthcare Data Analysis to Adopt..	26	4,579
WP5LESSONS	5 Lessons from History's Early Data Rockstars	33	4,324
WPGREATVIZ	Designing Great Visualizations	24	4,309
WPEXCEL	Excel: Great hammer, lousy screwdriver	30	4,236
WPWHYCLOUD	Why Business Analytics in the Cloud?	47	4,182
WPTABONDUC	Tableau Online Understanding Data Updates in th..	1	4,032
WP5GATIPS	5 Tips to Get More from Google Analytics	37	3,885
WP8WAYSUNIV	8 Ways Universities are Making an Impact with Data	20	3,704
WPVIZSURVEY	Visualizing Survey Data	1	3,550
WSLATAMCONV2	LATAM Convert Data to Money 2	4	3,478
WPITENTER	Tableau for the Enterprise: An IT Overview	6	3,364
WPTSSE	Tableau Server Scalability Explained	1	3,266
WPMOBILEBP	5 Best Practices for Mobile Business Intelligence	22	3,181

Campaigns

Campaign Name	
Whitepaper - Which Chart or Graph is Right	12,732
DataScienceCentral.com LI - Whitepaper - Dashboard Flow - 2014-..	10,217
Whitepaper - Telling Stories with Data	8,450
Whitepaper - 7 Tips to Suceed with Big Data in 2014	7,990
Report - Economist Fostering a data-driven culture	7,563
Whitepaper - Using R and Tableau	7,445
Whitepaper - 5 Best Practices for Creating Effective Dashboards	7,254
Whitepaper - Data Storytelling Using Visualization to Share the Hu..	5,534
Whitepaper - Top 10 Trends in BI for 2014	5,252
Whitepaper - Understanding LOD Expressions	5,118
Whitepaper - Data Governance for SS Analytics	4,424
Google Display - Similar Audience - BI Trends 2014	4,353
Google Display - Small Business - Effective Dashboards	4,331
Whitepaper - Tableau Online Understanding Data Updates in the Cl..	4,032
Whitepaper - The Power of R and Visual Analytics	3,717
Whitepaper - Visualizing Survey Data	3,550
Whitepaper - Why Business Analytics in the Cloud?	3,480
Whitepaper - 5 Charts Every Sales Leader	3,297
Whitepaper - Tableau for the Enterprise	3,270
Whitepaper - Tableau Server Scalability Explained	3,266
Twitter - Advertisement - Followers - Which Chart Type	3,168
Live Web Seminar - Spanish with customer Proinco - 2015-02-26	2,793
Whitepaper - Tableau Server Security 8	2,765
Whitepaper - 8 Ways Universities are Making an Impact with Data	2,635
Whitepaper - Top 7 Trends in Big Data 2015	2,590
Whitepaper - In-Memory or Live Data	2,483
On-Demand WS - Dashboard Flow	2,440
Tableau Email - Visualisation Guidebook EMEA - Remarket - 2014-..	2,439
Whitepaper - Tableau Metadata Model 7.0	2,401
Whitepaper - Mobile BI	2,240
Integrate - Whitepapers - Top 10 BI Trends - 2015	654 1,521
Twitter - Advertisement - Followers - 5 Most Influential Viz	2,104
Twitter - Advertisement - Remarket - Which Chart Type	2,076

Campaign Type
- Advertisement
- List Purchase
- Live Web Seminar
- Live Web Training
- On-Demand Web Seminar
- Paid Search
- Sponsorship
- Tableau Email
- Telemarketing
- Vendor Email
- Whitepaper

Campaign Type: (All)

Asset Type: (All)

Asset Title Search

Asset Code Search

Campaign Name Search

Lead/Contact Addr Country: (All)

Campaign Member First As...

1/1/2014 3:29:0€ 9/18/2015 9:57:

Campaign Members by Asset

Asset Name & Number of Campaigns Promoting (use as campaign filter)

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WP5BPDASH	5 Best Practices for Creating Effective Dashboards	121	35,430
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WPTRENDS14	Top 10 Trends in Business Intelligence for 2014	127	28,634
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Campaigns

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Whitepaper - 5 Best Practices for Creating Effective Dashboards	7,254
Google Display - Small Business - Effective Dashboards	4,331
Facebook - Advertisement - EMEA - Effective Dashboards	1,985
Google AdWords - Dashboards - Whitepaper	1,912
Twitter - Advertisement - Remarket - Effective Dashboards	1,870
Google Display - Similar Audience - EMEA - FR - Effective Dashbo..	1,284
AdRoll - Remarket - Effective Dashboards	1,055
Google Display - Remarket - Dashboards - Effective Dashboards	991
Bizo - Remarket - Effective Dashboards	962
Google Display - Similar Audience - Effective Dashboards	951
Facebook Exchange - Remarket - Effective Dashboards	939
Twitter - Advertisement - Followers - Effective Dashboards	924
LinkedIn - Sponsored Post - Effective Dashboards	723
Facebook - Advertisement - Effective Dashboards	614
Pure B2B - Whitepaper - 5 BP Dashboards - 2014-11-04	577
Google AdWords - Dashboards - LATAM - Other - Whitepaper	542
Google Display - Similar Audience - LATAM - ES - Effective Dashb..	405
Facebook - Advertisement - APAC - KR - Effective Dashboards	383
Google Display - Remarket - APAC - Effective Dashboards	378
Bing - Dashboards - Whitepaper	329
Google Display - Similar Audience - APAC - Effective Dashboards	325
Google AdWords - Dashboards - APAC - Other - Whitepaper	322
Business.com - Whitepaper - 5 BP Dashboard - 2015	318
LinkedIn - Text Ad - Effective Dashboards	289
Google Display - Remarket - Dashboards - EMEA - FR - Effective D..	287
Google AdWords - Dashboards - EMEA - UK - Whitepaper	284
Facebook - Advertisement - EMEA - FR - Effective Dashboards	272
Google AdWords - Dashboards - EMEA - FR - Whitepaper	270
Google Display - Remarket - Effective Dashboards	264
Twitter - Advertisement - Industry Keywords - Effective Dashboards	265
LinkedIn - Sponsored Post - EMEA - Effective Dashboards	239
LinkedIn - Sponsored Post - APAC - Effective Dashboards	236
Baidu - Tableau - APAC - CH - Effective Dashboards	235
Google AdWords - Dashboards - EMEA - Other - Whitepaper	213

Campaign Type
- Advertisement
- List Purchase
- Paid Search
- Sponsorship
- Vendor Email
- Whitepaper

Campaign Type
(All)

Asset Type
(All)

Asset Title Search

Asset Code Search

Campaign Name Search

Lead/Contact Addr Country
(All)

Campaign Member First As...
1/1/2014 3:29:0€ 9/18/2015 9:57:

Practical Takeaways

1. Choose metrics that map to your marketing strategy and goals
2. Communicate easily – apply human visual perception to presentation of information
3. Keep it simple and cut to the chase: important, must-know information
4. Enable drill-down into exceptions
5. Show context: what's the story?
6. Experiment with technology and just get started